



IMS Global Learning Consortium 2017 Impact Award Ingram Micro Overview

The Challenge:

Ingram Micro entered the enterprise training business in 2015. With a market already crowded by training companies that have been around for years as well as Ingram Micro direct competitors, the challenge was to determine how Ingram Micro could enter the market as a differentiator and a leader in a crowded space.

The Solution:

After researching the current market, analyzing generational trends in learning, and surveying customers, Ingram Micro created a delivery model that could be flexible and could be integrated into a variety of modalities. In 2015, Ingram Micro released Flexible Integrated Training™. This model has supported the development and deployment of immersive modalities including 3D Learning (FIT LIVE), Video-on-Demand (FIT On-Demand) and Game-based Learning (FIT Game-On) where content can be consumed as a stand-alone or integrated into other delivery modalities.

Learning Impact Outcomes:

The learning impact has been measurably successful! Studies have proven that students who engage more or longer with content retain more.¹ By focusing on increasing student engagement, students retain more and thus score higher on post-course skills' evaluations.

The result is that by offering a variety of learning platforms, immersive learning and consumable learning objects students are able to quickly apply their acquired skills and become productive faster. And instructors are also being taught and certified in a new way to deliver training.

Return on Investment:

For Ingram Micro the ROI comes from customer satisfaction, returning students and high net promoter scores. Many of Ingram Micro's OEM partners seek direction and advice on how to effectively reach and teach global students and associates using the FIT format.

For students, the ROI comes from having access to education that meets their learning style, their schedule and their desired skills outcomes from an organization that has invested heavily in and is dedicated to their success.

¹"Engaging Students to Improve Retention" - Higher Education of Wales